



- Curators Roundtable continues from morning session
- Virginia Art Educators Association Supervisors Meeting
- Advocacy Workshop
- Virginia Presenters Network Professional Development Session
- Local Arts Agency Roundtable

4:00 p.m. **Membership Meeting, Virginia Presenters Network**  
If you are an arts presenter in the Commonwealth, this is your chance to learn more about the Network and how it can make your job easier! Join us to discuss the upcoming season.

5:30 p.m. **Reception** for conference attendees, honoring members of the **Virginia General Assembly**  
*Sponsored by PhilipMorrisUSA*  
St. Paul’s Episcopal Church Parish Hall, 815 East Grace Street  
*St. George Productions’ delightful Renaissance actors will be on hand to introduce legislators and entertain guests. Guests will be treated to a special, brief performance by the Richmond Boys Choir.*

**All Virginia Delegates and Senators will receive written invitations to the reception. If you plan to attend, please let your legislators know. Your personal invitation and the fact that you will be there are important.**

9:00 p.m. **Virginia Arts Presenters Hospitality Room**  
All are invited to join the Virginia Arts Presenters Network in the second annual ArtWorks for Virginia hospitality event! This year’s theme is “A Forrest Gump Evening.” Come and relax after a long day of professional development and advocacy. “You want a chocolate?”

Thursday, January 25

Arts Advocacy Kick Off Meeting

Richmond Marriott Hotel

7:30 a.m. **Buffet Continental Breakfast**  
*Sponsored by*



8:00 a.m. **Advocacy Instructions**, including tips for visits with legislators. Handout materials will be available.

8:30 a.m. **Visits with Legislators**  
General Assembly Building, 9<sup>th</sup> & Broad Streets  
*Contact your Delegate and Senator in advance, if possible, to ask for an appointment between 8:30 a.m. and noon on Thursday, January 25, 2007 (the General Assembly goes into session at noon, and most legislators are in committee meetings in the afternoon). If you cannot arrange appointments for that day, it is still important to stop by your legislators’ offices in the General Assembly building to let them know that you have made the trip to Richmond in support of funding for the arts. It is effective for groups of people to meet with the legislators if you can get together with others from your legislative district.*

11:30 a.m. **Dancers of the Richmond Ballet** will escort the Delegates and Senators to the temporary House and Senate Chambers in the renovated Patrick Henry Building, 12<sup>th</sup> & Broad Streets.

CONCURRENT SESSION DESCRIPTIONS

WEDNESDAY MORNING

Strengthening the Board/Staff Relationship

The success of any nonprofit is influenced by how well the board and the staff of the organization work together. Come learn some simple tools and healthy habits that you can use to make sure you are working hand-in-hand to accomplish the mission of the organization. Alyson Ball of BoardWorks, based in Charlottesville, will lead the discussion.

Art and Upheaval: Lessons Learned from Artists on the World’s Front Lines

Keynote speaker Bill Cleveland will follow his address to the full conference with a workshop on lessons learned about the role of the arts in communities. As investment in arts-based community development has increased, so have the stakes for communities and individuals involved. Artists and their community collaborators are tackling daunting issues like community safety, social justice, education, and economic development. This workshop will explore cultural development strategies used in communities in crisis around the world that

can be applied by artists and arts organizations facing less extreme circumstances. What promotes and nurtures our individual and collective creativity? What skills do partners need to enter into successful collaborations? Are there different aspects of the creative called up by different circumstances? How do arts and non-arts partners find common ground and mutual self-interest? How do partners share power, define success, and built trust? Are there principles that can be applied to strengthen the creative impulse as communities confront their most difficult problems?

Strategic Communication for Arts Organizations

Communication programs are always under pressure to show results, particularly in nonprofit arts organizations with limited financial resources. It is a scary proposition if you are new to the practice of public relations/communications. Arts organizations must practice strategic communications in ways to build better relationships with key publics, solve organizational problems, and promote mission and goals to all key stakeholders. What is strategic communication planning and management? How can you align your public relations/communication program with your organization’s mission, goals, and objectives, and why should you? How can you build better relations and improve your image with key stakeholders critical to your success? How can you design and implement a strategic public relations/communications plan that gets the results you want and your supporters demand? Les Potter, international consultant and teacher, will lead the discussion.

Arts in Healthcare: The Creative Center

If you believe that art is good, then it is good everywhere, and especially good in places where the human spirit is in need. The Creative Center of New York was founded to engage people with long term illnesses, such as cancer or heart disease, in making and experiencing the arts. Who wants to make art when they are sick? It turns out that a large majority of people do. Many patients are hospitalized for long periods of time, enveloped by boredom which breeds anxiety, and filled with a fear which can become pervasive. Patients who are in pain need medication - they also need people and companionship and creativity. The Creative Center founders Robin Glazer and Geraldine Herbert will present their story of artists in healthcare facilities, a program that has now expanded to Boston and is coming soon to Washington, DC.



Marketing to People with Disabilities

There are 56 million people with disabilities in this country. Studies show that people with disabilities say they are not involved in cultural organizations because of a lack of encouragement on the part of these community organizations. Carmen Jones of the Solutions Marketing Group has developed disability marketing strategies for clients such as American Express, AOL, Bank of America, and ESPN. Learn from her how to reach patrons with disabilities, strategies for expanding your audience, and strategies for leading dynamic change within your organization.

Curators Roundtable

Curators from around the state will gather for a working session. Designed for full-time curators, the roundtable is an informal session of meeting, reacquainting, connecting, collaborating, and exchanging. Participants will share information about programs or projects that are in the planning or development stages. Bring 30 copies of your exhibition schedule for this year and next to share. Susan Ferrell, Office of Statewide Partnerships, and Jeffrey Allison, of the Virginia Museum of Fine Arts, will moderate the session.

WEDNESDAY AFTERNOON

Customer Service for Arts Organizations

You want your audiences to have an outstanding experience when they attend your performances or exhibitions. The experience begins with the first point of contact, whether it is the box office or the response to a telephone call. Bobbie Walker of the Virginia Tourism Corporation will describe strategies for creating and sustaining excellent customer service for all types of arts organizations. It is a goal of the Virginia Tourism Corporation to present a unified Virginia to our visitors, one that is accommodating and knowledgeable and that radiates southern charm.

Strategic Planning for Arts Organizations

For today’s arts professionals, planning must be the organizational equivalent of creating art, asserting vision and values, and directing and shaping any organization’s own evolution. What learning is to an individual, planning should be to an organization. Nello McDaniel of Arts Action Research will present current ideas about strategic planning for arts organizations.

Audience Research in the Performing Arts

Back by popular demand! The Barter Theatre of Abingdon has conducted a series of focus groups with potential ticket buyers to learn how they decide which performing events to attend. Richard Rose, Producing Director of the Barter, will again present findings that are important information for any performing arts organization looking for a larger audience. This presentation was made at the 2006 ArtWorks for Virginia conference and is being repeated at the request of conference attendees.

Curators Roundtable

Continuation of morning session

Virginia Art Educators Association Supervisors Meeting

Public school art supervisors will meet to discuss common issues. Barbara Laws of the Norfolk Public Schools and Pat Franklin of the Newport News Public Schools and Supervision Division Director of the Virginia Art Educators Association will lead the discussion.

Advocacy Workshop

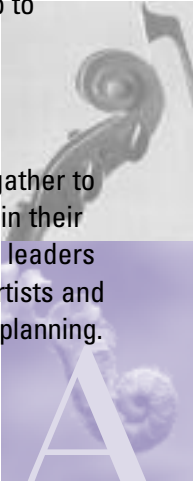
June Britt, past President of Virginians for the Arts, and John J. “Butch” Davies, former member of Virginia House of Delegates, will lead this annual workshop on how to advocate for public funding of the arts. New arts advocates learn how to make their voices heard. Long-time arts advocates will learn about the important issues facing the arts in the 2007 General Assembly.

Virginia Presenters Network Professional Development Session

The Virginia Presenters Network will feature a speaker on a timely topic of interest to all of the state’s arts presenters, large or small. For more information, go to [www.vapresenters.org](http://www.vapresenters.org).

Local Arts Agency Roundtable

Leaders of the local arts councils of the state will gather to share ideas and experiences in promoting the arts in their communities. This roundtable is for staff and board leaders of Virginia arts councils that provide services for artists and arts organizations and who lead community cultural planning.





REGISTRATION FORM

Register for ArtWorks by December 18. Receive a 10% Discount Off the Full Fee!

Please complete a registration form for each person attending. You may photocopy this form for others to use. The form can be downloaded from the Virginians for the Arts website: [www.VaForArts.org](http://www.VaForArts.org).

Registration for (check one only):

\_\_\_ \$70 per person *(\$63 for registrations received before December 18)*,  
Wednesday and Thursday events, including lunch and reception on Wednesday  
and continental breakfast on Thursday.

\_\_\_ \$40 per person, Wednesday events, including lunch and reception.

\_\_\_ \$20 per person, Wednesday evening reception only.

\_\_\_ \$15 per person, Thursday events, including continental breakfast.

Please print or type:

Name \_\_\_\_\_

Title (if applicable) \_\_\_\_\_

Organization (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Home Phone (     ) \_\_\_\_\_

Business Phone (     ) \_\_\_\_\_

FAX (     ) \_\_\_\_\_

E-Mail \_\_\_\_\_

\_\_\_ [Check here if you are attending ArtWorks for the first time.](#)

**Special Arrangements**

\_\_\_ I would like a vegetarian lunch.     \_\_\_ I will need sign language interpretation.

\_\_\_ I will need other special arrangements (please specify).

\_\_\_\_\_

\_\_\_\_\_

**On Wednesday morning, I will attend the following concurrent session** *(check one only please):*

#A \_\_\_ Strengthening the Board/Staff Relationship

#B \_\_\_ Art and Upheaval: Lessons Learned from Artists on the World’s Front Lines

#C \_\_\_ Strategic Communication for Arts Organizations

#D \_\_\_ Arts in Healthcare: The Creative Center

#E \_\_\_ Marketing to People with Disabilities

#F \_\_\_ Curators Roundtable

**On Wednesday afternoon, I will attend the following concurrent session** *(check one only please):*

#G \_\_\_ Customer Service for Arts Organizations

#H \_\_\_ Strategic Planning for Arts Organizations

#I \_\_\_ Audience Research in the Performing Arts

#J \_\_\_ Curators Roundtable continues from morning session

#K \_\_\_ Virginia Art Educators Association Supervisors Meeting

#L \_\_\_ Advocacy Workshop

#M \_\_\_ Virginia Presenters Network Professional Development Session

#N \_\_\_ Local Arts Agency Roundtable

**Payment Can Be Made by Check, MasterCard or VISA**

☐ MasterCard     ☐ VISA     ☐ Check Enclosed

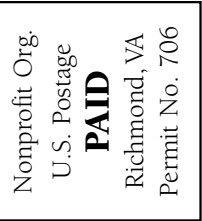
Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \_\_\_\_\_

Name on Card (Print) \_\_\_\_\_

Signature \_\_\_\_\_

**Mail payment and completed registration form(s) to:**  
Virginians for the Arts, One East Cary Street, Richmond, VA 23219  
Or fax to (804) 783-0098, or e-mail to [VaForArts.org](mailto:VaForArts.org) if paying by credit card.



1 East Cary Street  
Richmond, VA 23219



804.644.ARTS (2787)  
fax 804.783.0098  
[www.VaForArts.org](http://www.VaForArts.org)  
[VaForArts@aol.com](mailto:VaForArts@aol.com)

Address Service Requested

Early registration discount on full registration received before December 18;  
Please register no later than January 18, 2007



ARTWORKS FOR VIRGINIA

Join us in Richmond on January 24 and 25 for the annual ArtWorks for Virginia conference and for Arts Advocacy Day with the state legislature.

**Who Should Attend?**  
Artists, board and staff leaders of Virginia arts organizations, arts educators, and arts advocates.

**Conference Hotel**  
Richmond Marriott Hotel, 500 East Broad Street, Richmond  
804-643-3400 or reservations at 1-800-228-9290

Special Conference Rate, Single or Double:  
\$94 plus taxes.

*Hotel reservations are to be made directly with the Richmond Marriott Hotel. Reservations must be guaranteed with a major credit card or accompanied by a first night's deposit. To guarantee conference rates, make your reservation by January 4 and state that you are attending the ArtWorks for Virginia conference.*

Directions to the Richmond Marriott Hotel

**From points north of Richmond/I-95 Southbound:**  
From I-95 South take Exit 74C (Broad Street West/State Capitol). The Richmond Marriott will be nine blocks from Exit 74C on the right hand side corner of Broad and Fifth Streets.

**From points east of Richmond/I-64 Westbound:**  
From I-64 take Exit 190 (Fifth Street). The Exit will take you directly onto Fifth Street. Go one-third mile, and the hotel will be on the left hand side of the corner of Fifth and Broad Streets.

**From points west of Richmond/I-64 Eastbound:**  
As you enter Richmond on I-64 eastbound, it will merge with I-95 South. From I-64/I-95 take the Third Street/Airport/Williamsburg exit. Bear right as you exit onto Third Street. Go approximately one-third mile, and turn left onto Marshall Street. Go two blocks, and turn right onto Fifth Street. Go one block, and the hotel will be on the left hand side of the corner of Fifth and Broad Streets.

**From points south of Richmond/I-95 Northbound:**  
From I-95 North take Exit 74C (Broad Street West/State Capitol). Once you are on Broad Street westbound, the Richmond Marriott will be on the right hand side corner of Broad and Fifth Streets.

SCHEDULE OF EVENTS

Wednesday, January 24

8:30 a.m. **Registration**, coffee, and conversation

9:30 a.m. **Welcome**, Dr. Lucius Ellsworth, Chair, Virginia Commission for the Arts and Marcia Thalhimer, President, Virginians for the Arts

**Keynote Speech:** Art and Upheaval: Artists on the World’s Front Lines, William Cleveland, Founder and Director of the Center for the Study of Art and Culture

When the forces of creativity and destruction meet in places like Phnom Penh, Belfast, and Johannesburg, surprising things happen. Artists in these and other communities in crises around the world are working to battle tyranny, resolve conflict, promote healing, and re-build civil society. Based on research for a soon-to-be-released book, Bill Cleveland will share stories of artists working to provoke social and political change on five continents.

11:00 a.m. **Concurrent sessions**

- Strengthening the Board/Staff Relationship
- Art and Upheaval: Lessons Learned from Artists on the World’s Front Lines
- Strategic Communication for Arts Organizations
- Arts in Healthcare: The Creative Center
- Marketing to People with Disabilities
- Curators Roundtable

12:30 p.m. Conference **Luncheon and Performance**  
*Sponsored by*



**Remarks** by Marcia Thalhimer, President, Virginians for the Arts

**Performance** by the Kusun Ensemble

**Virginians for the Arts Annual Membership Meeting**

- Concurrent Sessions**
- Customer Service for Arts Organizations
  - Strategic Planning for Arts Organizations
  - Audience Research in the Performing Arts
  - Curators Roundtable continues from morning session

*(continued inside)*